

Rep Order#	6847273	Ver#	1	Mod#	0	Status	Confirmed	Traffic Order#	08/31/2012 8:01 AM
									Printed:
									1 of 7

Last Received: 08/29/2012 9:16 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

Advertiser () N.R.C.C. IE

Product N.R.C.C. IE

Estimate# 2964

Buyer Tracey Robinson

Phone#**Fax#**

Agency

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2964

Flight Dates 10/26/2012 - 11/06/2012

Hiatus Weeks

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone#	215-567-6005
Salesperson FAX#	215-567-5938

-- CONTRACT COMMENT --

CLIENT: NATIONAL REPUBLICAN CONGRESSIONAL COMMITTEE SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	5A-6A	WAVY NEWS-5A	:30	\$500.00	10/26-10/26	1	1	1	\$500.00	
	Rating: 4.2											
	2	TU	5A-6A	WAVY NEWS-5A	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
	Rating: 4.2											
	3	TH	5A-6A	WAVY NEWS-5A	:30	\$500.00	11/01-11/01	1	1	1	\$500.00	
	Rating: 4.2											
	4	M	5A-6A	WAVY NEWS-5A	:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
	Rating: 4.2											
	5	TU	5A-6A	WAVY NEWS-5A	:30	\$500.00	11/06-11/06	1	1	1	\$500.00	
	Rating: 4.2											
	6	M	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	10/29-10/29	1	1	1	\$1,500.00	
	Rating: 6.6											
	7	W	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	10/31-10/31	1	1	1	\$1,500.00	
	Rating: 6.6											
	8	F	6A-7A	WAVY NEWS-6A	:30	\$1,500.00	11/02-11/02	1	1	1	\$1,500.00	
	Rating: 6.6											
	9	F	430A-5A	WAVY NEWS-430A	:30	\$125.00	10/26-10/26	1	1	1	\$125.00	
	Rating: 2.5											
	10	M	430A-5A	WAVY NEWS-430A	:30	\$125.00	10/29-10/29	1	1	1	\$125.00	
	Rating: 2.5											

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2 of 7

Station WAVY-TV NORFOLK, VA.

Advertiser () N.R.C.C. IE

Product N.R.C.C. IE

Estimate# 2964

Buyer Tracev Robinson

Buyer	Phone#
Tracy Robinson	

Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2964

Agency Contract #	Flight Dates
130112012001	10/26/2012 - 11/06/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

person ()

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

[illegible]

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Agency C/P1/P2/E 155/426/2964

Flight Dates 10/26/2012 - 11/06/2012

Hiatus Weeks

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Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

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---	---	---	---	-----	---	---	-----	-----	---	---	-----	-----
	22	SU	8A-9A	SUN TODAY	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
Rating: 6.1												
	23	M	9A-10A	TODAY SHW2	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
Rating: 2.5												
	24	TU	9A-10A	TODAY SHW2	:30	\$300.00	10/30-10/30	1	1	1	\$300.00	
Rating: 2.5												
	25	W	9A-10A	TODAY SHW2	:30	\$300.00	10/31-10/31	1	1	1	\$300.00	
Rating: 2.5												
	26	F	9A-10A	TODAY SHW2	:30	\$300.00	11/02-11/02	1	1	1	\$300.00	
Rating: 2.5												
	27	M	9A-10A	TODAY SHW2	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
Rating: 2.5												
	28	F	12P-1P	WAVY NEWS10-NN	:30	\$150.00	10/26-10/26	1	1	1	\$150.00	
Rating: 1.9												
	29	M	12P-1P	WAVY NEWS10-NN	:30	\$150.00	10/29-10/29	1	1	1	\$150.00	
Rating: 1.9												
	30	TU	12P-1P	WAVY NEWS10-NN	:30	\$150.00	10/30-10/30	1	1	1	\$150.00	
Rating: 1.9												
	31	TH	12P-1P	WAVY NEWS10-NN	:30	\$150.00	11/01-11/01	1	1	1	\$150.00	
Rating: 1.9												
	32	M	12P-1P	WAVY NEWS10-NN	:30	\$150.00	11/05-11/05	1	1	1	\$150.00	
Rating: 1.9												

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Flight Dates
10/26/2012 - 11/06/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	33	F	530P-6P	WAVY10NWS-5.30	:30	\$700.00	10/26-10/26	1	1	1	\$700.00	
Rating: 4.8												
	34	W	530P-6P	WAVY10NWS-5.30	:30	\$700.00	10/31-10/31	1	1	1	\$700.00	
Rating: 4.8												
	35	TH	530P-6P	WAVY10NWS-5.30	:30	\$700.00	11/01-11/01	1	1	1	\$700.00	
Rating: 4.8												
	36	F	530P-6P	WAVY10NWS-5.30	:30	\$700.00	11/02-11/02	1	1	1	\$700.00	
Rating: 4.8												
	37	M	530P-6P	WAVY10NWS-5.30	:30	\$700.00	11/05-11/05	1	1	1	\$700.00	
Rating: 4.8												
	38	M	6P-630P	WAVY NEWS10-6	:30	\$1,000.00	10/29-10/29	1	1	1	\$1,000.00	
Rating: 6.4												
	39	TU	6P-630P	WAVY NEWS10-6	:30	\$1,000.00	10/30-10/30	1	1	1	\$1,000.00	
Rating: 6.4												
	40	W	6P-630P	WAVY NEWS10-6	:30	\$1,000.00	10/31-10/31	1	1	1	\$1,000.00	
Rating: 6.4												
	41	TH	6P-630P	WAVY NEWS10-6	:30	\$1,000.00	11/01-11/01	1	1	1	\$1,000.00	
Rating: 6.4												
	42	M	6P-630P	WAVY NEWS10-6	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
Rating: 6.4												
	43	SA	6P-630P	WAVY NEWS10-6	:30	\$350.00	10/27-10/27	1	1	1	\$350.00	
Rating: 4.1												

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Hiatus Weeks

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Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	44	SU	6P-7P	WAVY NEW10-6	:30	\$350.00	10/28-10/28	2	1	2	\$700.00	
Rating: 5.7												
	45	SU	6P-7P	WAVY NEW10-6	:30	\$350.00	11/04-11/04	1	1	1	\$350.00	
Rating: 5.7												
	46	F	7P-730P	ENT TONIGHT 30	:30	\$600.00	10/26-10/26	1	1	1	\$600.00	
Rating: 4.9												
	47	TU	7P-730P	ENT TONIGHT 30	:30	\$600.00	10/30-10/30	1	1	1	\$600.00	
Rating: 4.9												
	48	W	7P-730P	ENT TONIGHT 30	:30	\$600.00	10/31-10/31	1	1	1	\$600.00	
Rating: 4.9												
	49	TH	7P-730P	ENT TONIGHT 30	:30	\$600.00	11/01-11/01	1	1	1	\$600.00	
Rating: 4.9												
	50	F	7P-730P	ENT TONIGHT 30	:30	\$600.00	11/02-11/02	1	1	1	\$600.00	
Rating: 4.9												
	51	M	730P-8P	INSIDER	:30	\$600.00	10/29-10/29	1	1	1	\$600.00	
Rating: 3.8												
	52	TH	730P-8P	INSIDER	:30	\$600.00	11/01-11/01	1	1	1	\$600.00	
Rating: 3.8												
	53	M	730P-8P	INSIDER	:30	\$600.00	11/05-11/05	1	1	1	\$600.00	
Rating: 3.8												
	54	F	10P-11P	DATELINE FR-NBC	:30	\$900.00	11/02-11/02	1	1	1	\$900.00	
Rating: 3.8												

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Salesperson Phone# 215-567-6005

Phone

Salesperson FAX#

Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	55	F	11P-1135P	WAVY NEWS10-11	:30	\$800.00	10/26-10/26	1	1	1	\$800.00	
Rating: 5.6												
	56	M	11P-1135P	WAVY NEWS10-11	:30	\$800.00	10/29-10/29	1	1	1	\$800.00	
Rating: 5.6												
	57	TU	11P-1135P	WAVY NEWS10-11	:30	\$800.00	10/30-10/30	1	1	1	\$800.00	
Rating: 5.6												
	58	TH	11P-1135P	WAVY NEWS10-11	:30	\$800.00	11/01-11/01	1	1	1	\$800.00	
Rating: 5.6												
	59	F	11P-1135P	WAVY NEWS10-11	:30	\$800.00	11/02-11/02	1	1	1	\$800.00	
Rating: 5.6												
	60	SA	11P-1130P	WAVY NEWS10-11	:30	\$800.00	11/03-11/03	1	1	1	\$800.00	
Rating: 5.9												
	61	SU	1145P-12A	NWS FOLO FTBL	:30	\$800.00	10/28-10/28	1	1	1	\$800.00	
Rating: 6.0												
	62	F	1135P-1235A	TONITE SHW	:30	\$300.00	10/26-10/26	1	1	1	\$300.00	
Rating: 2.9												
	63	TU	1135P-1235A	TONITE SHW	:30	\$300.00	10/30-10/30	1	1	1	\$300.00	
Rating: 2.9												
	64	W	1135P-1235A	TONITE SHW	:30	\$300.00	10/31-10/31	1	1	1	\$300.00	
Rating: 2.9												
	65	F	1135P-1235A	TONITE SHW	:30	\$300.00	11/02-11/02	1	1	1	\$300.00	
Rating: 2.9												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	66	M	1135P-1235A	TONITE SHW	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
Rating: 2.9												
	67	SA	1130P-1A	SAT NITE LIVE	:30	\$500.00	11/03-11/03	1	1	1	\$500.00	
Rating: 4.8												

--REPORT TOTALS--
Report Totals: 68 / \$36,675.00

--SALES MONTHLY TOTALS--

Oct 12:	16 / \$7,025.00	Nov 12:	52 / \$29,650.00
Sales Totals: 68 / \$36,675.00			
Station Totals: 68 / \$36,675.00			
Lines not sent/rcld/rtrn: 0 / \$0.00			

--COMPETITIVE--

Market Totals	\$76,406	CATV 0%	WAVY 48%	WGNT 3%	WPXV 0%	WTKR 11%
		WTVZ 4%	WVBT 15%	WVEC 19%		

--COMPETITIVE COMMENTS--
COMPETITIVE IS ESTIMATED

Books MAY12, NOV11, ENOV12
Demos RA3564

-- CREDIT RISK ---
CASH IN ADVANCE